

AUG 18 2004

**Intellectual Property Law Group****Verizon Corporate Services Group Inc**

600 Hidden Ridge Drive
 Irving, Texas 75038
 MailCode HQE03H14
 Phone: 972/718-4800
 Fax: 972/718-3946
 E mail:
 christian.andersen@verizon.com

OFFICIAL

To: U.S. Patent and Trademark Office - From: Christian R. Andersen
 Examiner: D. CHAMPAGNE Sr. Paralegal – Intellectual Property
 Group Art Unit: 2642

Fax:	703-872-9306	Pages with Cover:	12
------	--------------	-------------------------	----

FORMAL SUBMISSION OF:

- 1) Amendment and Response To
 Final Office Action Under 37
 C.F.R. § 1.116.

Title: TARGETED BANNER ADVERTISEMENTS
 Serial No. 09/282,764
 Filing Date: March 31, 1999
 First Named Inventor: Jay PONTE
 Atty. No. 99-808 RCE 2

CERTIFICATE OF FACSIMILE TRANSMISSION

I hereby certify that the above-referenced documents are facsimile transmitted to the Patent and Trademark
 Office on the date shown below:

Christian R. Andersen

Date of Transmission: August 18, 2004

#1742 v1

Serial No. 09/282,764
Atty Dkt: GTE-99-808

RECEIVED
CENTRAL FAX CENTER
AUG 18 2004

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of :
Jay Ponte et al. : Art Unit: 3622
Appln. No. 09/282,764 : Examiner: Champagne, D.
Filing Date: March 31, 1999 : Atty Docket: GTE-99-808
For: Targeted Banner Advertisements :

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT AND RESPONSE TO FINAL OFFICE ACTION
UNDER 37 CFR 1.116

Sir:

In response to the Final Office Action dated May 18, 2004, Applicants submit the following Amendments, which begin on page 2 hereof, and Remarks, which begin on page 7 hereof.

Please amend the claims of the subject application as indicated herein.

Applicants do not believe that extensions of time or fees for net addition of claims are required, beyond those which may otherwise be provided for in documents accompanying this paper. However, in the event that additional extensions of time are necessary, then Applicants hereby petition for same under 37 C.F.R. § 1.136(a) and request that the extension or other fee required for timely consideration of this application be charged to Deposit Account No. 07-2347.

FHBoston/1090911.1

-1-